

Innovative Routines International (IRI) Redefines Test Data Generation with Intelligent Data Synthesis Tools

Founded in 1978 and headquartered in Melbourne, Florida, IRI, The CoSort Company, develops data management and protection software known for its speed, affordability, and reliability.

Melbourne, Florida Dec 18, 2025 ([IssueWire.com](https://www.issuewire.com)) - *Empowering enterprises with faster, safer, and more realistic database test data solutions.*

Innovative Routines International (IRI), a long-established leader in high-performance data management and protection, today announced advancements in its **data synthesis tool** technology, delivering smarter, faster, and more secure methods for producing realistic [database test data](#) across various industries.

The Representatives of Innovative Routines International (IRI) stated, *“The company’s latest developments continue its decades-long mission of providing enterprise-grade yet affordable software that simplifies complex data processing, integration, and security operations.”*

For over four decades, IRI has earned the trust of global enterprises by combining data manipulation speed with unparalleled data security. Originating from its flagship product, CoSort, IRI’s technology now powers an expansive platform, Voracity, that unifies data discovery, integration, migration, governance, and analytics in one environment. With Voracity, organizations can seamlessly synthesize, mask, or subset data for development, testing, and compliance without exposing sensitive production assets.

This announcement highlights IRI’s continued investment in **test data management solutions** that streamline database provisioning for modern DevOps environments. By leveraging **RowGen**, IRI’s dedicated test data synthesis engine, users can automatically generate accurate, referentially consistent test data without relying on real records. Whether populating relational databases, structured files, or custom reports, IRI’s test data generation process ensures the look, feel, and logic of production data without the risk.

*“IRI’s software stack is designed around **speed, ease, versatility, and value**,”* added a company spokesperson. *“We’ve built solutions that help organizations discover, integrate, migrate, govern, and analyze data faster and more securely. With our data synthesis tool, teams can now also build high-quality, production-like test datasets that accelerate application development and ensure compliance all without hardware upgrades, multi-tool complexity, or inflated licensing costs.”*

IRI’s **Voracity platform** and **RowGen software** offer unmatched scalability for synthetic data creation. Enterprises can generate massive volumes of test data for benchmarking or smaller, masked subsets for secure offshore development. Integration with cloning, virtualization, and CI/CD pipelines enables continuous testing with real-world complexity, ensuring quality outcomes while protecting personally identifiable information (PII).

Whether for database population, performance testing, or compliance validation, IRI delivers a flexible, end-to-end approach to test data management, one that prioritizes data integrity, automation, and security.

About Innovative Routines International (IRI)

Founded in 1978 and headquartered in Melbourne, Florida, **IRI, The CoSort Company**, develops data management and protection software known for its speed, affordability, and reliability. From its core CoSort engine to its modern Voracity platform, IRI empowers enterprises to manage and secure data across structured and unstructured sources with unparalleled efficiency.

Media Contact

Innovative Routines International

*****@iri.com

1 3217778889

2194 Highway A1A, 3rd Floor, Melbourne, Florida, 32937-4932, United States

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